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ABSTRACT

A total of 109 Korean immigrants completed either an English or Korean version of a nine-page questionnaire in a study of the characteristics, assimilation processes, and media usage of Korean immigrants to the Los Angeles, California area. The findings revealed that ambivalent attitudes prevailed among the immigrants. Most were not satisfied with their social status in the United States nor with the American people's attitudes toward them. Most, however, liked the American political system and the way of life. Nearly half showed some desire to return to Korea if possible, but most were either neutral about or unwilling to send their children there. Social contacts were limited to members of the Korean community; few Koreans visited Americans. Lacking a close relationship with American people, the Koreans used the mass media to fulfill their needs. Specifically, they used television to learn English, for information and entertainment, and to help them understand the American way of living; and newspapers to learn about the workings of the political system and to gain information about social activities. (FL)

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SOME CHARACTERISTICS OF KOREAN IMMIGRANTS IN THE LOS ANGELES AREA: INITIAL PERCEPTIONS AND MASS MEDIA USES

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SOME CHARACTERISTICS OF KOREAN IMMIGRANTS IN THE LOS ANGELES AREA: INITIAL PERCEPTIONS AND MASS MEDIA USES

In the 1970's, Koreans are the third largest group immigrating to the United States, after Mexicans and Filipinos. In 1977 alone, there were 37,500 Koreans admitted to the U.S. as immigrants (U.S. Bureau of the Census, 1977). It appears that most of them tend to settle in big cities like Los Angeles, New York, San Francisco and Chicago where relatives and friends already have settled, forming a "foreign colony". In the Los Angeles area alone, the estimated population of Korean immigrants is somewhere between 80,000 and 130,000, half of them living in "Korean Town".

The purpose of this study is to understand this group who has formed "foreign colony" in America and their process of assimilation. Special interests are in the following areas: (1) demographic features, (2) variables related to the assimilation processes in general, such as: English proficiency, status satisfaction, cultural knowledge, social activities, the degree of acculturation, and the degree of nativism; and (3) uses of the mass media.

METHODOLOGY

Sample

The sample of this study came from the Los Angeles area. Since there was no directory that listed all names of the population in this area, block sampling methods were used in selecting subjects. Four blocks were designated based on the following estimation. About half of the Korean population in the Los Angeles area lived in Korean Towns, which we call temporarily Area A and Area B (Figure 1). It is assumed that about 30 to 40 percent of the total population, including children lived in

Area A; and that about 15 to 20 percent of the population lived in Area B.

Figure 1 about here

The rest of the population was scattered in and around the City of Los Angeles. Thus, the four blocks designated were: (1) Area A, (2) Area B, (3) other areas in Los Angeles, and (4) adjacent cities — Hawthorne and Lawndale. Based on the assumed population described above, sample sizes in each block were allocated as follows: 40 in Area A, 20 in Area B, 30 in other areas in Los Angeles, and 30 in adjacent cities. The final sample was composed of 109 Korean immigrants — 62 males and 47 females.

Methods of Gathering Data

A nine-page, self-administered questionnaire was prepared in two languages: one in English and the other in Korean. Subjects were instructed to choose either one in answering the questions. Returned questionnaires composed of 58 Korean editions and 51 English editions. Since this study includes some variables which need to be measured with specially developed scales, the methods used in measuring those variables are described below.

(1) English Proficiency

English proficiency is defined as an immigrant's capacities to carry on verbal communication with Americans on daily encounters. The English proficiency test consisted of 10 sentences selected from 20 sentences in the pretest. Included elements in the test were an immigrant's recognition of basic English grammar, idiomatic expressions, slang, and vocabulary. Typical statements included in the test were as follows:

I want something for eat. People thinks it is true.

I don't have no idea what he tires to do. He ripped that coat off from a department store.

Each respondent was asked to indicate "Yes" the sentence is correct, "No" it is not correct, or "Not sure." The response with "Not sure" was counted as a wrong answer.

(2) Cultural Knowledge

Cultural knowledge is defined as the degree of familiarity with the people and events in the new environment. The degree was measured by 10 statements related to 10 American people who often appeared in the mass media news stories like Los Angeles City Mayor Tom Bradley; ex-governor of California, Edmund Brown, Sr.; Walter Cronkite of CBS and former Ambassador, Shirley Temple Black. Each respondent was asked to check the correctness of each statement or to indicate if they were "Not sure". The "Not sure" was counted as a wrong answer.

(3) Social Activities

Two kinds of social activities are measured in this study: external activities and internal activities. External activities consists of social and leisure activities with American people, while internal activities are comprised of social and leisure activities with Koreans. Two indicators were adopted to measure the degree of each type of activity: the number of clubs or organizations to which an immigrant belonged and a four point scale, ranging from "very often" to "never", that indicated how often an immigrant visits American or Korean friends in leisure hours.

(4) Status Satisfaction

Status satisfaction consists of the degree of satisfaction with an immigrant's socio-economic status in America and with the American people's attitudes toward Korean immigrants.

(5) The Degree of Acculturation

Acculturation is defined as the adoption of new culture and satisfaction with the host people and their ways of living. Five statements used for measurement were:

I like the American political systems.

I like American people.

I like the American way of living.

I am proud of living in the United States of America.

I am ready to defend the cause this country stands on.

A five point scale, ranging from strongly agree to strongly disagree, was provided for the respondents to check.

(6) The Degree of Nativism

Nativism is defined as an individual's self-identified attachment to a particular group or race. The following five statements were used to tabulate an immigrant's degree of nativism:

I would like to spend the rest of my life in Korea, if possible.

I don't feel like I am an American.

I prefer Korean culture, food and dress to American culture.

I cannot forget the homeland where I was raised.

I would like to have our children grow up and live in Korea, if possible.

Respondents were asked to check their responses to each statement on a five point scale, ranging from strongly agree to strongly disagree.

(7) Uses of the Mass Media

Four mass media are included in this study: the two most available print media, newspapers and magazines; and the two most popular non-print media, radio and television.

(a) Media Exposure

Since mass media produced in the Korean language are available in the Los Angeles area, exposure to these media along with those produced in English were measured.

Newspapers: Newspaper readership was measured by the number of newspapers regularly read and by the number of days reading the newspapers. The number of American (or Korean) newspapers read was tabulated by asking respondents to write the names of newspapers they regularly read. Then, they were asked to indicate about how many days a week they read the newspaper.

Magazines: Exposure to American and Korean magazines was measured by the number of magazines they read. Respondents were asked to write the names of American (and Korean) magazines they regularly read.

Radio: Radio listening hours were measured by asking respondents to indicate "about how much time" they spent listening to the radio on the previous day. Since Korean radio programs were on the air for only two hours a week in the Los Angeles area when the survey was done, people were asked if they listened to the Korean radio broadcasting. Then respondents were asked to indicate how much time they usually spent listening to Korean broadcasting every week.

Television: As for American TV viewing, respondents were asked to indicate "how many hours and minutes" they watched American television on the previous day. Since Korean television programs were broadcasted for seven hours a week in the Los Angeles area, respondents were asked to indicate how long they usually spent watching Korean TV programs a week.

(b) Preference among the Mass Media

Respondents were asked to evaluate the four mass media--radio, newspapers, magazines, and television--in terms of the most useful source of

information. For each individual medium, the respondents were asked to rank the usefulness of seven different types of information: information about social activities, information about entertainment, political information, where and what to buy information, information about the economy, information about American way of living, and weather information.

Respondents were also asked to indicate how often (very often, sometimes, not very often, and never) they engaged in consuming the mass-media—newspaper, magazines, television, and radio—when they had leisure time.

(c) Media-related Needs

Media-related needs were selected from four functions of the mass media: socialization, surveillance, interpretation and prescription, and entertainment. After analyzing the results of the pretest, the following 10 need statements were used in the questionnaire.

To learn the English language better.

To understand what people living in America are like.

To know how the political system works in America.

To obtain information about daily life.

To obtain information about social activities.

To get the feeling that I'm involved in important events.

To keep up with the way the government is doing its job.

To know how the world thinks about America.

To be entertained.

To overcome loneliness.

The people were asked to respond to a five point scale, ranging from strongly agree to strongly disagree, provided for each need statement as it applied to each of the four media.

FINDINGS

Demographic Features

The final sample of this study was composed of 109 Korean immigrants (62 males and 47 females) living in the Los Angeles area. Their ages ranged from 18 to 77. Only 19 of them had U.S. citizenship. As for marital status, 61 of them (56%) were married, 44 (40%) were single, 3 persons were divorced, and 1 gave no answer.

In regard to their education, 64 persons indicated that they received between 2 and 19 years of education in Korea, averaging 13.5 years, and the rest gave no answer. A little over one third of them (39 persons) received formal education in America, ranging from 1 to 9 years; the average was 3 years.

By religion, 78 persons (71%) said they were Christian, 4 persons were Buddhist, and 27 had no religion. Compared with the fact that Christians constitute less than 10 percent of the total population in Korea, this ratio reveals three possible explanations: (1) more Christians than non-Christians were cooperative in returning questionnaires; (2) more Christians than non-Christians migrated to the United States; and (3) many immigrants have become Christians in America.[1]

The occupational distribution of this sample is tabulated in Table 1. More men than women were employed (48 males vs. 24 females). Among males, professional (30.6%), mechanical (17.7%), and managerial jobs (14.5%) were common. Among females, clerical work (17.0%), management (10.6%), and hand labor (8.5%) were common. They worked between 8 and 80 hours in the pervious week, averaging 36 hours.

Table 1 about here

The level of annual family income is tabulated in Table 2. The median annual family income was $13,083.

Table 2 about here

Assimilation Indicators

(1) Length of Residence in America

Table 3 indicates Korean immigration is a recent phenomenon. Two thirds of the sample (72 persons, or 66.6%) have lived in America for 5 years or less. The longest years of residence was 56, followed by 51 and 22 years.

Table 3 about here

(2) English Proficiency

The results of the English proficiency test in Table 4 show that the mean score was 5.36 out of the possible 10 points. The distribution reveals 40 of them (37%) belonged to the poor level of English proficiency (i.e., between 1 and 4 points), 46 persons (43%) belong to the fair level (between 5 and 7 points), and only 21 persons (20%) were in relatively good level of English proficiency (i.e., 8 and 10 points). There was not much

Table 4 about here

difference in English proficiency between males and females. Only a few more males than females (21.3% vs. 17.4%) were in a high level (i.e., between 8 and 10 points).

As for the language spoken in the home, only 5 persons (4.6%) said they used English at home; 75 persons (68.8%) used Korean; 21 persons (19.3%) indicated they used both languages; and 8 gave no answer. More females than males (81.8% vs. 68.4%) used the Korean language only at home; and more males than females (28.1% vs. 11.4%) used both language in their homes.

(3) Status Satisfaction

Only 18.5 percent of the respondents indicated that they were satisfied with their new status in America, while 39.8 percent of them were not satisfied with their status in America (Table 5). Satisfaction with their job was relatively high compared with satisfaction with their social status. In general, the respondents were not satisfied with American people's attitude toward Korean immigrants. They were also far from achieving the goals they had in mind when they came to America.

Table 5 about here

(4) Cultural Knowledge

The results of the cultural knowledge test show the respondents' degree of familiarity with the new environment was relatively low. Out of the possible 10 points, the mean score was 4.99. Females were in general lower than males in cultural knowledge, with the average scores of 4.34 and 5.37 respectively. More females than males (48.9% vs. 33.9%) scored under 4 points; and more males than females (22.6% vs. 2.2%) scored above 8 points (Table 6).

Table 6 about here

(5) Internal and External Activities

Internal activities refer to the activities related mainly to the native group. External activities refer to the activities with host people—Americans. As Table 7 shows, relationships with American people are very weak. Only 3 of the respondents (2.8%) visited American friends very often, while 25 persons (32.1%) never visited Americans when they had leisure time.

Club or organization membership also reveals that less than a quarter of the respondents have memberships in clubs or organizations where most of the members are Americans (Table 8). Fewer females than males belonged to clubs or organizations.

Tables 7 & 8 about here

(6) Degree of Nativism

Table 9 shows that this particular sample of Korean immigrants in the Los Angeles area maintained a strong tendency toward nativism.

Ethnic identification: Close to half of the respondents (49.5%) indicated that they "don't feel like" Americans. Only 17 persons (15.6%) took the opposite position, and 38 persons (34.9%) said they were neutral.

Table 9 about here

Desire to return to the native land: There was a relatively strong desire among the respondents to return to the homeland, Korea, if possible. Close to half of them (46.8%) showed the desire to return. However, many fewer people (16.6%) wanted to have their children grow up and live in Korea; most of the respondents were either neutral (41.3%) or not willing to send their children to the native country (42.2%).

Ethnicism: The respondents' attachment to the traditional culture and to the homeland was strong. Most of them (81.7%) said that they could not forget the homeland where they were raised while only 2 of them (1.8%) disagreed. More than half of the respondents (54.1%) indicated they preferred Korean culture, food and dress to American culture, while only 13 persons (11.9%) disagreed.

(7) Degree of Acculturation

Table 10 shows that the American political system and the American way of living were the aspects the respondents liked most. Nearly two thirds of the respondents (62.4%) indicated that they liked the American political system; and more than half of them (51.3%) said they liked the American way of living. But fewer indicated that they liked American people or that they were proud of living in America.

Table 10 about here

Overall, only 6.5 to 18.4 percent of the respondents explicitly took a negative attitude toward acculturation, while 31.2 to 57.8 percent of them expressed a neutral position. Compared with the degree of nativism this particular group indicated, the respondents seem to be ambivalent in the neo-socialization experiences.

Media Uses

(1) Media Exposure

(a) Newspapers: The respondents were exposed to more Korean newspapers than American newspapers. Only 18 persons (16.5%) indicated they did not read Korean newspapers regularly, whereas 34 persons (31.2%) did not read American newspapers regularly (Table 11).

Table 11 about here

By the number of days the respondents read newspapers, two thirds of them (73 persons, or 67%) read Korean newspapers 4 to 7 days a week, but only a third of them (39 persons, or 35.8%) read American newspapers 4 to 7 days a week, (Table 12).

Table 12 about here

(b) Magazines: More American magazines than Korean magazines were read by the respondents. Most of them (87 persons, or 79.8%) indicated that they did not read Korean magazines regularly; 48 persons (44.0%) did not read American magazines (Table 13).

(c) Radio: A typical respondent listened to (American) radio for 1 hour and 45 minutes a day. Nearly half of the respondents (51 persons, or 46.9%) listened to the radio between 1 and 3 hours a day. Only 17 persons (15.8% listened more than 3 hours (Table 14).

Korean language radio programs were on the air for only 2 hours a week during the survey periods. About one third of the respondents (31.2%) indicated they listened to Korean radio programs during the week:

Table 13 & 14 about here

9 of them for less than 1 hour; 16 persons for 1 hour; and 7 persons for 2 hours.

(d) Television: A typical respondent watched American television for 2 hours and 15 minutes a day. More than half of them (57 persons or 52.2%) watched American television over 1 hour but less than 3 hours a day, and 39 persons (35.8%) watched more than 3 hours (Table 14).

Korean TV programs were broadcast for 7 hours a week during the survey period. Average viewing hours of the respondents were 2 hours and 40 minutes a week: 26 persons (23.9%) watched Korean television programs for or less than 1 hour; 27 persons (24.7%) for 2 hours; 16 persons (14.7%) for 3 hours; 20 persons (18.3%) for over 4 hours; and 20 persons gave no answer.

(2) Media Preferences

(a) Leisure activities and the mass media: Most of the respondents indicated that they watched television when they had leisure time. In

priority, television viewing was followed by newspaper reading, radio listening, magazine reading. Visiting friends (either Korean or American) was an uncommon leisure activity among these respondents (Table 15). Only a few differences were noted between the male respondents' and the female respondents' leisure activities. More male respondents than female respondents visited Korean friends often when they had leisure time. The other patterns of spending leisure hours were similar between the male and female respondents.

Table 15 about here

(b) Sources of information: As a source of information, newspapers and television were far ahead of magazines and radio. Average rankings of newspapers (by respondents) indicated that newspapers had first priority in getting information about social activities, political information, where and what to buy, and information about the economy. The average rankings of television show that television was considered the most useful source of

Table 16 about here

information about entertainment, about the American way of living, and weather information (Table 16).

(3) Needs Satisfaction

Table 17 gives the mean score and the rank order of the mean scores for each of the four media over the 10 need statements. Two comparisons are made by rank order: first, the relative usefulness of a particular medium in satisfying any of the 10 needs; and second, the main reasons for using each of the four media. In indicating the usefulness of a particular medium, the highest mean score for a particular need statement receives the rank of 1. In indicating the ranking of the reasons a particular medium is used, the highest mean score among the 10 gratification items of a particular

medium receives the rank 1.

Table 17 about here

The results (Table 17) show that the mass media were used primarily for information, learning, and entertainment among this particular sample of Korean immigrants. The three most frequently mentioned reasons for consuming each of the four media are as follows: magazines for daily information, social activity information, and learning English; newspapers for daily information, social activity information, and understanding the political system; radio for entertainment, daily information, and social activity information; and television for entertainment, daily information, and learning English.

In satisfying the respondents' media-related needs, newspapers were ranked top in the following seven gratification items: obtaining information about daily life, obtaining information about social activities, knowing how the political system works in America, keeping up with the way government does its job, understanding what people living in America are like and getting the feeling of involvement in important events. Television was ranked first in three gratification items: being entertained, learning the English language better, and overcoming loneliness.

The needs to be entertained and to overcome lonelinsss are best served by electronic media (television and radio) while the need to know how the world thinks about America is best served by print media (newspapers and magazines).

Comparing the average ranking of each of the media over the 10 need statements, television turned out to be the most general and useful medium in satisfying all 10 of the listed needs. The same result is reported by Elliott, et at. (1976:7). Television, of which the average score over the

10 need statement is 3.55 out of the possible 5 points, is followed by newspapers with an average score of 3.44, radio with a 3.35 average score, and magazines with an average score of 3.27. The findings of a media use study among American college students (Elliott, et al., 1976) reveal a somewhat different ranking. Although the 10 need statements are not identical, a comparison of the average ranking between the two studies shows different patterns of mass media use between immigrants and American college students. Among American college students, the average ranking of the four media common to both studies was in the following order: television, magazines, radio, and newspapers.

CONCLUSION

This study reveals that ambivalent attitudes prevail among Korean immigrants in the Los Angeles area. Most of the respondents in the survey were not satisfied with their social status in America nor with American people's attitudes to Koreans. Most of them, however, liked the American political system and the American way of life. Whereas nearly half of them showed the desire to return to Korea if possible, most of them were either neutral or not willing to send their children to Korea at all. Similar trends were reported in the Chicago area study of Korean immigrants (Hurh, et al., 1976).[2]

It appears that this group limits their activities and contact within the "foreign colony", Korean community. Most did not belong to clubs or organizations where most of the members were Americans, but to clubs where most of the members were Koreans. Few, if any, visited American friends. They were exposed to more Korean newspapers than American newspapers. Their main channel of contact with American Culture seems to be the television. Most of them indicated watching television as the first

choice during leisure hours. A typical respondent watched American television for 2 hours and 15 minutes a day.

This tendency of avoiding contact with American people seems to have something to do with their English proficiency and cultural knowledge. Both scores on an English proficiency test and a cultural knowledge test were relatively low. At any rate, contact with American people surely will help increase this group's English proficiency and cultural knowledge. In the same token, confidence in English proficiency will help them contact American people and increase cultural knowledge. It is arguable whether poor English causes avoidance of American people or infrequent contact with American people causes poor English proficiency. It might work both ways.

Data on this group's mass media related needs provide a clue to understanding their behavior in America. Lacking a close relationship with American people, they use the mass media in fulfilling their daily needs other than business and physical activities. They use television to learn English and for daily information and entertainment. They use newspapers to know how the political system works in America and to obtain information about daily life and social activities. Watching television, they get weather information and understand the American way of living. Reading newspapers, they receive information about what and where to buy and learn about politics and economics. In short, the mass media like television and newspapers serve surrogate function where immigrants tend to avoid direct contact with American people and culture.

Significant and fruitful results would be gathered if future study in this area investigated how immigrants' perception of host people and society are related with mass media uses.

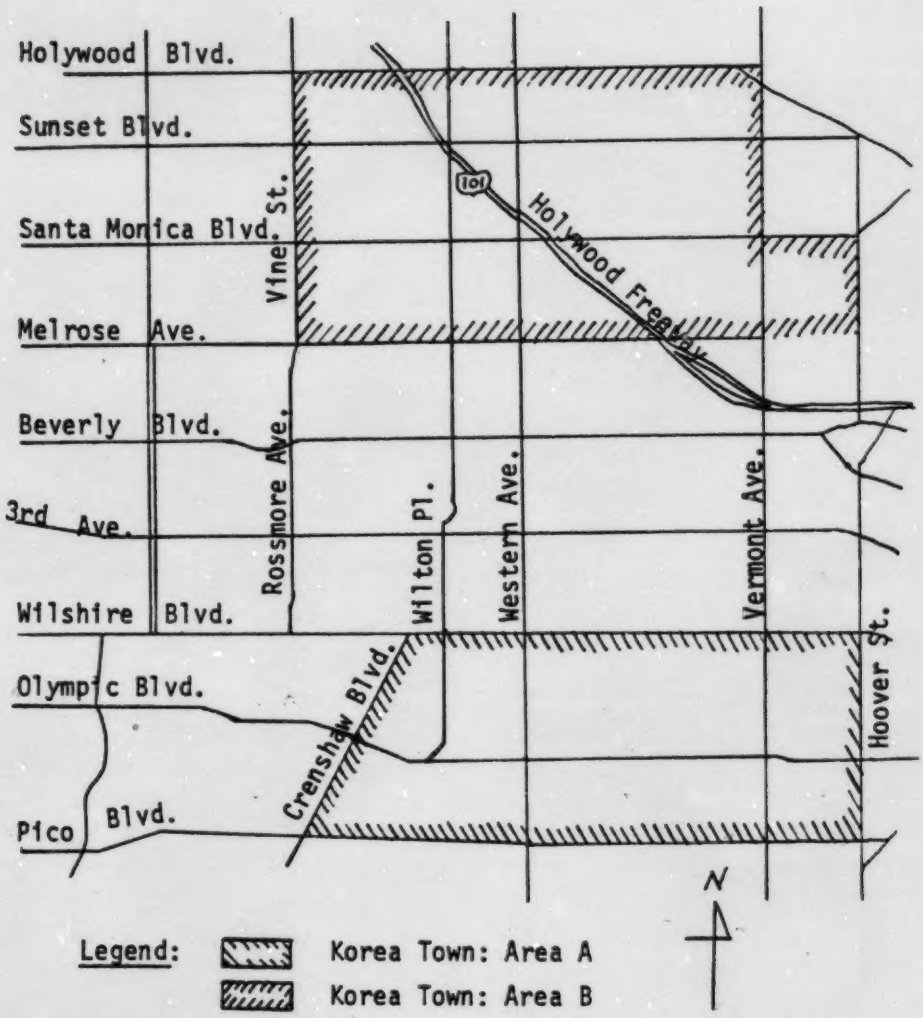

Figure 1. Korean Towns in the Los Angeles Area.

TABLE 1

OCCUPATION BY SEX

	Male		Female	
Category	N	%	N	%
Teaching	0	0	1	2.1
Management	9	14.5	5	10.6
Professional	19	30.6	3	6.4
Clerical	4	6.5	8	17.0
Janitorial	2	3.2	0	0
Hand Labor	3	4.8	4	8.5
Mechanical	11	17.7	3	6.4
(Sub Total)	(48)	(77.4)	(24)	(51.0)
Student & Other	6	9.7	6	12.8
Does not work	8	12.9	17	36.2
TOTAL	62	100.0	47	100.0

TABLE 2

LEVEL OF ANNUAL FAMILY INCOME

Level	N	%
Below $8,000	22	20.2
$ 8,000 — $12,000	35	32.1
$12,000 — $16,000	12	11.0
$16,000 — $20,000	13	11.9
$20,000 — $30,000	10	9.2
Over $30,000	3	2.8
No Answer	14	12.8
TOTAL	109	100.0

TABLE 3

LENGTH OF RESIDENCE IN THE U.S.

Number of Years	N	%
1 or less	20	18.5
2	13	12.0
3	17	15.7
4	13	12.0
5	9	8.3
6 - 7	12	11.1
8 - 9	6	5.6
10 & more	18	16.7
TOTAL	108	100.0

TABLE 4

ENGLISH PROFICIENCY SCORE BY SEX

Score	Male		Female		Total	
	N	%	N	%	N	%
1 - 4	24	39.4	16	34.7	40	37.4
5 - 7	24	39.4	16	47.8	46	43.0
8 - 10	13	21.3	8	17.4	21	19.6
	61	100.0	46	100.0	107	100.0

TABLE 5

STATUS SATISFACTION N = 109

Responses	"Yes" Freq.	%	"Not sure" Freq.	%	"No" Freq.	%	Missing Freq.	%
1. Satisfied with job	29	26.6	39	35.8	37	33.9	4	3.7
2. Satisfied with income	23	21.1	41	37.6	41	37.6	4	3.7
3. Satisfied with social status	22	20.2	39	35.8	44	40.4	4	3.7
4. Satisfied with American people's attitudes to Korean	14	12.8	50	45.9	42	38.6	3	2.8
5. Have achieved goals I had when I came to America	13	11.9	40	36.7	53	48.6	3	2.8
Average percentage		18.5		38.4		39.8		3.3

TABLE 6

CULTURAL KNOWLEDGE TEST SCORE BY SEX

Scores	Male N	%	Female N	%	Sum N	%
1 - 4	21	33.9	22	48.9	43	40.0
5 - 7	27	43.5	22	48.9	49	45.8
8 - 10	14	22.6	1	2.2	15	14.0
	62		45		107	100.0

TABLE 7

FREQUENCY (AND PERCENTAGE) OF VISITING
AMERICAN OR KOREAN FRIENDS

Visiting	Very often	Sometimes	Not Very often	Never
American friends	3	25	45	36
(%)	(2.8)	(22.9)	(41.3)	(33.0)
Korean friends	17	57	32	3
(%)	(15.6)	(52.3)	(29.4)	(2.8)

TABLE 8

CLUB OR ORGANIZATION MEMBERSHIP
BY BACKGROUND AND BY SEX

Have Membership	Background of Clubs or Organizations					
	American			Korean		
	M	F	Sum	M	F	Sum
"Yes"	16	9	25	34	13	47
(%)	(25.8)	(19.1)	(22.9)	(54.8)	(27.9)	(45.9)
"No"	46	38	84	28	34	62
(%)	(74.2)	(80.9)	(77.1)	(45.2)	(72.1)	(54.1)

TABLE 9

DEGREE OF NATIVISM

N = 109

Statements	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Ethnic Identification										
"I don't feel like I am an American."	23	21.1	31	28.4	38	34.9	12	11.0	5	4.6
Desire to Return										
"I would like to spend the rest of my life in Korea, if possible."	21	19.3	30	27.5	31	28.4	23	21.1	4	3.7
"I would like to have my children grow up and live in Korea, if possible."	3	2.8	15	13.8	45	41.3	42	38.5	4	3.7
Ethnicism										
"I cannot forget the homeland where I was raised."	49	45.0	40	36.7	18	16.5	2	1.8	0	
"I prefer Korean culture, food and dress to American culture."	11	10.1	48	44.0	37	33.9	12	11.0	1	0.9

TABLE 10

DEGREE OF ACCULTURATION

N = 109

Statement	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
"I like the American political system."	16	14.7	52	47.7	34	31.2	4	3.7	3	2.8
"I like the American way of life."	13	11.9	43	39.4	38	34.9	13	11.9	2	1.8
"I am ready to defend the causes this country stand on."	10	9.2	35	32.1	55	50.5	5	4.6	4	3.7
"I like American people."	5	4.6	33	30.3	63	57.8	7	6.4	1	0.9
"I am proud of living in the United States of America.	6	5.5	26	23.9	57	52.3	15	13.8	5	4.6

TABLE 11

NUMBER OF NEWSPAPERS READ REGULARLY BY LANGUAGE

N = 109

N	American Newspapers		Korean Newspapers	
	Freq.	%	Freq.	%
0	34	31.2	18	16.5
1	57	52.3	67	61.5
2	16	14.7	17	15.6
3	1	0.9	4	3.7
4	1	0.9	3	2.8

TABLE 12

NUMBER OF DAYS READING AMERICAN OR KOREAN NEWSPAPERS

N = 109

Days	American Newspapers		Korean Newspapers	
	Freq.	%	Freq.	%
0	33	30.3	17	15.6
1	10	9.2	3	2.8
2	11	10.1	5	4.6
3	16	14.7	11	10.1
4	7	6.4	4	3.7
5	10	9.2	15	13.8
6	8	7.3	21	19.3
7	14	12.8	33	30.3

TABLE 13

NUMBER OF MAGAZINES READ REGULARLY BY LANGUAGE

N = 109

N	American Magazines		Korean Magazines	
	Freq.	%	Freq.	%
0	48	44.0	87	79.8
1	34	31.2	14	12.8
2	16	14.7	2	1.8
3	6	5.5	4	3.7
4 & more	5	4.5	2	1.8

TABLE 14

EXPOSURE TO AMERICAN RADIO AND TELEVISION

N = 109

Consuming Hours	Radio		Television	
	Freq.	%	Freq.	%
0	22	20.2	9	8.3
Less than 1	19	16.5	4	3.7
1	27	24.8	20	18.3
2	24	22.1	37	33.9
3	3	2.8	20	18.3
4 - 5	7	6.5	14	12.9
6 & more	7	6.5	5	4.6

TABLE 15

LEISURE ACTIVITIES WITH THE MASS MEDIA AND FRIENDS BY SEX

N: Male = 62
Female = 47

Leisure Activities	Sex	Very often		Sometimes		Not very often		Never	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%
1. Watching Television	M	32	51.6	26	41.9	3	4.8	1	1.6
	F	28	59.6	17	36.2	2	4.3	0	0
	All	60	55.0	43	39.4	5	4.6	1	0.9
2. Reading Newspapers	M	36	58.1	19	20.6	6	9.6	1	1.6
	F	19	40.4	23	48.9	5	10.6	0	0
	All	55	50.5	42	38.5	11	10.1	1	0.9
3. Listening to Radio	M	15	24.2	26	41.9	18	29.0	3	4.8
	F	13	27.7	21	44.7	12	25.5	1	2.1
	All	28	25.7	47	43.1	30	27.5	4	3.7
4. Reading Magazines	M	12	19.4	31	50.0	17	27.4	2	3.2
	F	11	23.4	17	36.2	18	38.3	1	2.1
	All	23	21.1	48	44.0	35	32.1	3	2.8
5. Visiting Korean Friends	M	14	22.6	31	50.0	14	22.6	3	4.8
	F	3	6.4	26	55.3	18	38.3	0	0
	All	17	15.6	57	52.3	32	39.4	3	2.8
6. Visiting American Friends	M	2	3.2	14	22.6	25	40.3	21	33.9
	F	1	2.1	11	23.4	20	42.6	15	31.9
	All	3	2.8	25	22.9	45	41.3	36	33.0

TABLE 16

AVERAGE RANKING OF THE MASS MEDIA USES BY INFORMATION

N = 109

Information	Radio	Newspaper	Magazines	Television
About social activities	3.12*	1.57	2.96	1.94
About entertainment	2.96	2.43	2.73	1.52
Political	3.18	1.44	3.15	1.82
Where and what to buy	3.28	1.41	2.88	2.05
About the economy	3.21	1.41	2.81	2.25
About American way of living	3.46	2.13	2.47	1.63
Weather	2.15	2.39	3.80	1.37

*Low score indicates a high average ranking

TABLE 17

MEAN SCORES (RANKINGS) FOR FOUR MEDIA
BY TEN NEED STATEMENTS

Need Statements	Magazines	Newspaper	Radio	Television
1. To obtain information about daily life	3.83 (1-3)*	4.01** (1-1)	3.67 (2-4)	3.90 (2-2)
2. To obtain information about social activities	3.72 (2-3)	3.92 (2-1)	3.61 (3-4)	3.75 (4-2)
3. To be entertained	3.35 (5-3)	3.11 (8-4)	3.78 (1-2)	4.25 (1-1)
4. To know how the political system works in America	3.45 (4-3)	3.89 (3-1)	3.44 (5-4)	3.62 (5-2)
5. To learn the English language better	3.49 (3-2)	3.44 (5-4)	3.47 (4-3)	3.83 (3-1)
6. To keep up with the way government does its job	3.09 (7-4)	3.64 (4-1)	3.42 (6-3)	3.45 (6-2)
7. To understand what people living in America are like	3.23 (6-3)	3.41 (6-1)	2.96 (8.5-4)	3.35 (7-2)
8. To know what the world thinks about America	3.05 (8-2)	3.34 (7-1)	2.96 (8.5-4)	3.04 (9-3)
9. To overcome loneliness	2.68 (10-3)	2.65 (10-4)	3.24 (7.2)	3.32 (8-1)
10. To get the feeling that I'm involved in important events	2.75 (9-4)	3.03 (9-1)	2.98 (10-2.5)	2.98 (10-2.5)

* The left figures in the parentheses indicate the ranking of need satisfied by each medium, and the right figures indicate the ranking of the medium among the four media.

** High scores indicate high agreement with the need statements.

FOOTNOTES

1. In the Chicago area study of Korean immigrants, Christians (including Catholics) represented 68.5 percent of the sample (Hurh, et al., 1976: 22,23). A Korean minister in Los Angeles estimated the Christian vs. non-Christian ratio to be 1 to 5 based on his personal data of total Korean-Church members in the Los Angeles area. Another minister in Cincinnati said that two thirds of the congregation in his church became Christians after the migration.

2. Hurh, et al. (1976) have found among Korean immigrants in the Chicago area that ambivalent feelings are revealed in their nature of assimilation. More than half of the sample would like to discard some specific aspects of traditional culture but, at the same time, would like to preserve their general ethnic heritage through generations. A majority of the sample are reserved or negative about living with Americans as their neighbors, while they indicate their wish for their children to associate with American children and feel favorable toward the Anglicization of their first names.

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